

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XI.

NEW YORK, AUGUST 8, 1894.

No. 6.

The Semi-Weekly Republic

FIRST SIX MONTHS OF 1894.

ST. LOUIS, MO., July 24, 1894.

Chas. W. Knapp, Publisher of THE ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the "semi-weekly" REPUBLIC printed during the months of January, February, March, April, May and June, 1894, all in regular editions, was as per schedule given below:

January 2.....	151,250	April 2.....	116,830
" 6.....	143,070	" 5.....	116,470
" 9.....	156,740	" 9.....	115,810
" 12.....	144,100	" 12.....	117,060
" 16.....	147,230	" 16.....	121,510
" 19.....	146,280	" 19.....	123,300
" 23.....	145,950	" 23.....	123,750
" 26.....	144,660	" 26.....	117,250
" 30.....	143,890	" 30.....	119,950
February 2.....	139,620	May 3.....	125,070
" 6.....	144,740	" 7.....	125,080
" 9.....	133,150	" 10.....	125,380
" 13.....	136,780	" 14.....	117,470
" 16.....	155,400	" 17.....	120,990
" 20.....	135,430	" 21.....	124,310
" 23.....	143,210	" 24.....	123,040
" 27.....	142,700	" 28.....	117,440
March 2.....	127,140	" 31.....	129,880
" 6.....	139,400	June 4.....	116,170
" 9.....	127,340	" 7.....	116,360
" 13.....	126,980	" 11.....	116,260
" 16.....	126,530	" 14.....	118,320
" 20.....	135,050	" 18.....	119,210
" 23.....	128,950	" 21.....	119,465
" 27.....	127,140	" 25.....	118,980
" 30.....	129,390	" 28.....	118,940

Total for 52 issues, **6,738,285.**

Weekly Average Circulation, each issue for first Six Months in 1894,

129,682.

In January, February, March and April sample copies were mailed to selected names, as announced. Figures for May and June represent papers printed to supply regular paid subscribers.

CHAS. W. KNAPP.

Sworn to and subscribed before me this twenty-fourth day of July, 1894.

My term expires June 5, 1897.

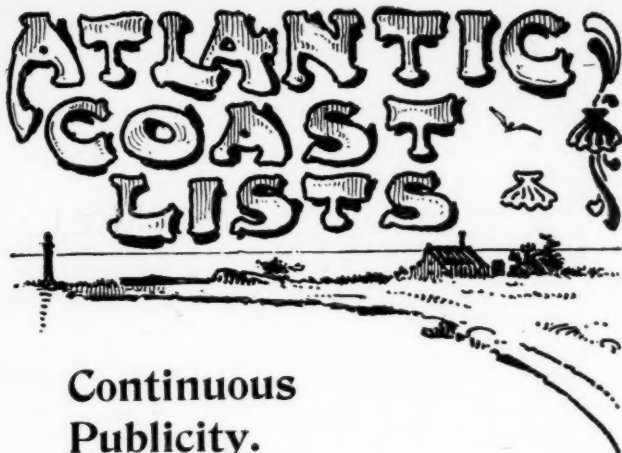
EDW. A. SMITH,

Notary Public, City of St. Louis, Mo.

OPEN DOORS AND OPEN BOOKS.

All books and accounts pertaining to circulation are open to the inspection of advertisers at all times.

Eastern Office: 146 Times Building, New York.



Continuous Publicity.

Why do the best advertisers advertise summer and winter and never stop advertising?

Because it pays 'em to.

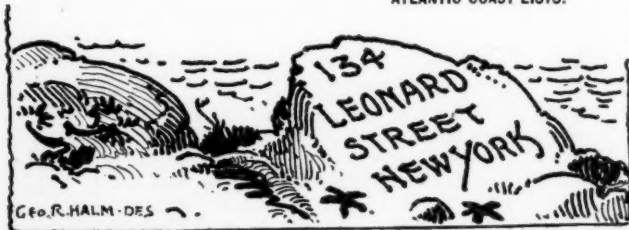
It's particularly so in the 1400 local weeklies of the Atlantic Coast Lists.

They reach the buying people of the Atlantic slope.

They reach 'em every week, summer and winter.

One Electrotpe, One Order Only Needed.

ATLANTIC COAST LISTS.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XI.

NEW YORK, AUGUST 8, 1894.

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MAGAZINE ADVERTISING.

By Charles Austin Bates.

When people look over the advertising pages of the magazines at all, I believe they look over them pretty thoroughly, reading everything that looks readable.

Therefore I would rather have a readable looking advertisement than one given up to striking display. If the two features can be combined, well and good, but I would sacrifice display every time in favor of a readable appearance.

Take a lesson from the literary portion of the magazine. When an article is to be made interesting and prominent, it is illustrated. That's the thing to do with the ads.

People buy the magazines for the literary features. To insure that they will be interesting the publisher spends thousands of dollars for writing and illustrating. Then comes the advertiser with a bare, bald ad and expects it to be effective. Why not have it as interestingly written and as attractively illustrated as the literary matter? There are interesting things in every business. The American public is vitally interested in industrial progress.

Which building at the Chicago Fair was most crowded? Wasn't it the "Liberal Arts"? Of course it was. It contained exhibits that touched the daily lives and needs of the people. Advertising can be made just as interesting.

Take a page advertisement in the *Century* for instance. Set it in regular reading type. Give it a title—not misleading, but still attractive. Then put in two or three well-drawn illustrations. The page will be read.

One of the chief beauties of this plan is that you can say all you want to. You can give exact and definite information. There is room for argument. Room to bring out half a dozen points and to bring them out clearly, logically, convincingly. You

don't have to leave so much to the reader's imagination.

With smaller advertisements the style might be slightly modified. A neat, clean border should be used to cut the ad out of the mass. But use the reading style and illustrate. Use drawings to illustrate the text, don't sacrifice the text for the sake of a striking design. Don't make the ad all illustration and no reading. An artistic design is an embellishment only. It isn't the ad. It doesn't carry conviction—doesn't tell anything. Good, strong reading matter, aptly illuminated with a pertinent picture, is the desideratum to be striven for.

It is not well to expend too much effort or space in "catching" the eye. The magazine reader is a leisurely person. He gets into a comfortable chair with his feet up and a cigar in his mouth after dinner. Then he goes through the magazine from cover to cover, ads and all. Glances over all of it before he reads much. After that he goes back and reads.

No need to yell at him with black type. Let the ad take the character of the medium. The reader buys a magazine because he likes its style. That's a strong hint for the advertiser.

Gradually magazine advertising is "evolving." Even three or four years ago it wasn't nearly as attractive as it is now. A comparison of the advertising pages in the August *Scribner's* with those of August, 1890, will surprise one who has not noticed the gradual change.

The idea is working itself out. The magazine advertisement of the near future will be a piece of artistic literature that will compare favorably with the purely literary pages.

Every advertisement ought to tell something and it ought never to be printed the second time. What if the publisher should run a story for six months in succession; and yet the story has only to interest. It has no

work to do—doesn't have to sell anything. Once read, its object is achieved. Getting itself read is only the beginning of the work of the advertisement—but it is a necessary part of the work. It will not get itself read twice—not often, at least.

I know a firm who have used reading insets in the different magazines several times. They pick out the best people they can find to write the matter, and then employ the best artist to illustrate it. They tell me that they have never had one of these insets that did not pay bountifully.

VALUE OF TESTIMONIALS.

In an interesting communication anent the value of testimonials in advertisements, Mr. Wood Hart, of Logansport, Ind., says: "Many of the leading wholesale druggists of the United States are in the habit of sending out circulars containing testimonials from retail druggists and physicians regarding the value of their preparations. These testimonials are intended to influence, not an ignorant class of people, but one of the most intelligent and best educated bodies of men in the country. The firms who send out the circulars would not take the trouble to secure testimonials unless convinced of their advertising value. They are furnished by physicians who stand high in their profession and who are moved to indorse an article only when convinced of its merits. If these testimonials have a favorable influence on the class of people they are intended to reach, is it not natural to conclude that patent medicine testimonials, which are designed to influence a less critical and less intelligent class, must be equally if not more effective?"

MENTION THE BRAND.

A Baltimore advertising agency sent us a two-inch electro advertisement, which it is sending out to the press of the State, but as we are not catering for, and do not intend the columns of *The Republican* to be used for that class of discreditable advertising, we, of course, declined the same.—*Havre De Grace Republican*.

Well, what class of discreditable advertising do you intend the columns of the *Republican* to be used for?

SOMETIMES.

Sometimes we think an advertiser
Is sure to pay his way,
Alas! we find out when we're wiser
It's not his way to pay!

THE CLASS JOURNAL PRESS.

The short essays and catalogues appearing in *PRINTERS' INK* from week to week, and intended to aid advertisers in making a judicious selection of the separate classes of papers dealt with, will eventually be published in book form. All newspaper facts and statistics are from the American Newspaper Directory for 1894.

LAW.

The law journals, 59 in number, are divided into two classes. First those intended for local circulation and which publish, daily or weekly, the calendars and decisions of their City and County Courts; and second those of more general circulation, giving decisions of the Appellate Courts, essays upon legal matters or whatever may be of general interest to the practicing attorney. For Court reports generally the St. Paul, Minn., *National Reporter System* is of first importance. The following is a list of all credited with a circulation of more than 1,000 each issue.

In this and the lists which follow all circulations to which the asterisk is attached may be relied upon absolutely.

WEEKLIES.

St. Paul, Minn.: Nat. Reporter System	20,000
New York, N. Y.: Court Journal.....	7,500
Boston, Mass.: Banker and Tradesman and Mass. Law Reporter.....	4,000
St. Louis, Mo.: Central Law Journal.	4,000
Albany, N. Y.: Law Journal.....	2,250
Chicago, Ill.: Legal News.....	2,250
Washington, D. C.: U. S. Government Advertiser.....	2,250

MONTHLIES.

New York, N. Y.: American Lawyer.	10,250*
Lieber's Manual.....	7,500*
Boston, Mass.: Green Bag.....	4,000
New York, N. Y.: Merc'ile Adjuster.	4,000*
Chicago, Ill.: Law Journal.....	2,250
Detroit, Mich.: Collector and Com'l Lawyer.....	2,250
Morgan City, La.: Commonwealth...	2,250
Philadelphia, Pa.: Am. Law Register	2,250
Weyauwega, Wis.: Am. Medical and Legal Exchange Bulletin.....	1,000*

BI-MONTHLIES.

St. Louis, Mo.: Am. Law Review....	2,250
Washington, D. C.: Gourick's Wash- ington Digest.....	2,250

QUARTERLY.

New York, N. Y.: Medico-Legal Jour.	2,000*
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PAPER, STATIONERY, PRINTING, BOOK-
BINDING, ENGRAVING AND
ELECTROTYPING.

There are 29 newspapers in the above classes. The special department of each is clearly indicated in its title. The following is a list of all credited with a circulation of more than 1,000 each issue:

WEEKLIES.

Boston, Mass.: Press and Printer....	2,250
New York, N. Y.: Amer. Paper Trade and Wood Pulp News.....	2,250

New York, N. Y.: American Stationer	2,250
Paper Mill and Wood Pulp News.	2,250
Paper Trade Journal.....	2,250

SEMI-MONTHLIES.

New York, N. Y.: Newsdealer's, Pub- lisher's and Stationer's Bulletin	9,500*
Chicago, Ill.: Stationer and Printer..	2,250
New York, N. Y.: Geyer's Stationer..	2,250

MONTHLIES.

Springfield, Mass.: Paper World.....	7,600*
Chicago, Ill.: Inland Printer.....	7,500
Boston, Mass.: Engraver and Printer.	2,250
Chicago, Ill.: Nat. Printer Journal....	2,250
Shears.....	2,250
Louisville, Ky.: National Publisher..	2,250
New York, N. Y.: Amer. Bookmaker.	2,250
Philadelphia, Pa.: Paper and Press...	2,250

BI-MONTHLY.

Buffalo, N. Y.: American Bookbinder	7,000*
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QUARTERLY.

St. Louis, Mo.: Stationer and Paper and Printing Trades Journal...	2,250
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BOOKS, NEWSPAPERS AND PERIODICALS.

The newspapers of this class have increased largely in ten years. They are read by authors, bookmakers, book-buyers and readers, newspaper publishers and editors, printers, news-dealers, in libraries, etc. The whole number is 26 and the following is a list of all accorded a circulation of more than 1,000 each issue :

WEEKLY.

New York, N. Y.: Journalist.....	2,250
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SEMI-MONTHLIES.

New York, N. Y.: Newsdealer's, Pub- lisher's and Stationer's Bulletin	9,500*
San Francisco, Cal.: Book & Newsd'r	4,000

MONTHLIES.

Philadelphia, Pa.: Book News.....	7,500
Springfield, Mass.: Library Bulletin..	7,500*
Minneapolis, Minn.: Literary Light..	4,000
New York, N. Y.: Book Buyer.....	4,000
Newspaperdom.....	3,500*
Boston, Mass.: Writ'r.....	2,250
Chicago, Ill.: Nat. Printer Journalist.	2,250
Louisville, Ky.: Nat. Pub'r & Printer	2,250
New York, N. Y.: Amer. Bookmaker.	2,250
Newsman.....	2,250
Covington, O.: Home Helper.....	1,000*

INSURANCE.

Devoted to either Life or Fire Insurance, or both combined, there are 47 publications, and the circulation is mostly in the offices of Insurance Companies. The total insurance business of all kinds transacted in 1889, the last year covered by census reports, was \$14,137,913,089, of which \$11,723,575,150 was fire, \$1,963,341,452 ocean marine, \$429,701,117 inland navigation and transportation, and \$21,295,370 tornado. The total premiums and assessments paid were \$137,334,980 and the losses paid in cash were \$82,345,933. The following is a list of papers credited with a circulation of more than 1,000 each issue :

WEEKLIES.

Chicago, Ill.: Investigator.....	2,250
New York, N. Y.: Spectator.....	2,250
Underwriter.....	2,250

SEMI-MONTHLIES.

Detroit, Mich.: Indicator.....	4,000
Chicago, Ill.: Argus.....	1,500*

MONTHLIES.

New York, N. Y.: Ins. Economist....	4,000*
Insurance Times.....	4,000
San Francisco, Cal.: Insurance Sun..	3,000*
Indianapolis, Ind.: Rough Notes....	2,250
New York, N. Y.: Ins. & Coml. Mag.	2,250
Insurance Critic.....	2,250
Insurance Monitor.....	2,250
Philadelphia, Pa.: Underwriter.....	2,250
Pittsburgh, Pa.: Insurance World....	2,250

REAL ESTATE AND IMMIGRATION.

Of the 21 publications devoted to the above interests the following are the only ones credited with a circulation of more than 1,000 each issue :

WEEKLIES.

Chicago, Ill.: Economist.....	2,250
Real Estate and Building Journal	2,250
St. Louis, Mo.: Real Estate Bulletin and Building Ass'n News.....	2,250
Providence, R. I.: R. E. Register....	1,780*

MONTHLIES.

New York, N. Y.: Der Auswanderer (Emigrant).....	41,000*
Kansas City, Mo.: Mo. & Kan. Farmer	9,600*
Birmingham, Ala.: Great South.	7,500
New York, N. Y.: South.....	2,250
Suburbs.....	2,250
Syracuse, N. Y.: Educator.....	2,250

HISTORY.

There are 24 historical publications—some devoted to local or State history and traditions—some to general history and others to Genealogy.

The following is a list of all credited with a circulation of more than 1,000 each issue :

MONTHLIES.

Chicago, Ill.: Historia.....	4,000*
New York, N. Y.: Magazine of Amer- ican History.....	2,250
Washington, D. C.: Am. Magazine..	1,500*
Sing Sing, N. Y.: Nat'l Union War Journal.....	1,036*

POSTAL.

As "Expounders of the Law" or concerning mail matter in some shape are six papers. The following is a list of all accorded a circulation of more than 1,000 :

MONTHLIES.

Philadelphia, Pa.: U. S. Official Postal Guide.....	75,000
New York, N. Y.: U. S. Mail.....	4,000
Washington, D. C.: Postal Record...	3,708*

QUARTERLY.

Boston, Mass.: A B C Pathfinder and Dial Postal Guide.....	7,500
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NOT FOR ADVERTISING PURPOSES.

In Germany, a merchant was recently fined heavily for using a quotation from the Bible at the head of an advertisement.—*Exchange.*

CAN'T BE WORKED HERE.

We have received the following from Mr. H. C. Buchanan, of H. C. Buchanan & Co., publishers, 67 Warren st., New York:

Editor of PRINTERS' INK:

I hand you herewith, for your inspection, a Postage Stamp received from New Zealand. There were some half a dozen stamps in the set from which this one is detached and they all had an advertisement on the back pertaining to different articles. As this field of advertising seems new and unique, I write for an opinion as to its possible result, and whether it could not be profitably used here.

According to Mr. Post, the acting assistant postmaster of New York City, postage stamps could not be profitably used as advertising mediums in this country for the reason that the person who sought publicity for goods in that way would violate a law which prohibits the defacement of postage stamps, currency and other government obligations.

As a matter of fact the New Zealand idea is no defacement of the stamp, inasmuch as the advertisement is on the gummed side. It is only seen when moistening the mucilage for application, and when the stamp is once affixed the ad is seen no more.

OUR FIFTY-CENT STORIES.

When, notwithstanding the business depression, we so generously doubled the price paid for alleged funny stories, made to order to fit the advertising business, we felt confident that the munificent reward of half a dollar for each successful effort would bring in a flood of rich and sparkling humor. We cannot complain that the announcement has not attracted attention, for very weak jokes have traveled from the most distant sections of the country in response to our request. It is a curious fact, too, that some of the products of New York factories have an appearance of being equally far-fetched. The following have actually been accepted and paid for. Fifty cents apiece! Just think of it! Probably we shall accept other and poorer ones at the same rate in the future, but we urgently appeal to contributors to give us just as good as they can afford for the money, and to remember that everything is cheap now and that times are hard. From brother journalists who reproduce any of these items we ask that, just for form's sake, the usual

credit shall be given. It costs nothing to give credit. It isn't every one nowadays that can get credit, and that is why the usual credit is so much appreciated and desired by PRINTERS' INK.

READY-MADE STORIES.

Editor's Son—Papa, what do the letters "S-I-N-N-E-D" spell?

Editor—Well, my boy, transpose 'em, and they spell the name of the merchant who refuses to advertise "during the dull season."

Smith—I believe the people who keep that store must need additional help.

Brown—Are they advertising for men then?

Smith—No, but they are advertising their goods.

Alderman Booodle—If you stick your nose into my affairs again, I'm going to pull it, sir.

World Reporter—And what are you going to Pulitzer for?

Amelia—I wish there were not so many dry goods advertisements in this paper.

Clara—Good gracious, dear, why?

Amelia—One hasn't time to read the other matter in it.

Nibs—Hood, Ayer and all these sarsaparilla men are nothing more than mere adventurers.

Nobs—Why, how do you make that out?

"Well, they've made all their money out of their ad ventures, haven't they?"

Wanted a medicine that will cure a poor circulation in a newspaper.

Agent (who always uses ad or adver when he means advertisement)—Well, sir, what is your decision regarding those adverbs I solicited yesterday?

Merchant—An appropriate one, I assure you; it is *adverse*.

Judge Stringer—What's up, Ike? You look pleased about something?

Aikali Ike—I've jest whipped the Populist editor.

"What for?"

"For askin' me to subscribe for his paper."

In some places fishing is dearer than advertising. It cost us a dollar a line down on Long Island recently.

THE MAY AND MUST OF ADVERTISING.

Emerson, in opening one of his famous lectures, spoke of manners as being the "how" and not the "what." What he meant was that they are not the thing itself, but merely the fashion in which the thing shows itself. In advertising, as in other things, there is not only a "what" but a "how." And I may say too—to repeat the transcendental form—that there is both a "may" and a "must." There are some things which must be advertised—and this includes almost everything—while there are other things which may be advertised and yet are only advertised specially or occasionally. The patent medicine man everywhere, the important dry goods dealer and the clothier could not exist without the free lubricant of printer's ink.

While it is true that the man who journeys abroad sometimes falls into the ditch, it is an equally indisputable fact that the man who always stays home never gets anywhere. Most men prefer to make an effort to extend their business, even though it involves a risk. "Nothing venture, nothing have."—*Guysters* (N. S.) Gazette.

GOT HIS MONEY BACK—FOR SURE.

MASONIC TEMPLE, }
CHICAGO, Ill., July 28, 1894. }

Editor of PRINTERS' INK :

DEAR SIR—The cost of the ad published in your issue of June 6th was \$50.

The results (from that ad alone) up to this date are \$1,700 worth of business, on which \$500 in cash has already been received.

Advertising does pay.

Yours for PRINTERS' INK,
O. W. CRAWFORD.

WITH GREAT REVERENCE.

MERRICK, Long Island, July 28th 1894.

Editor of PRINTERS' INK :

One night last week I went to see "Uncle Tom's Cabin" as performed by a traveling troupe in a nearby town. After Eva had finished reading the Bible to Uncle Tom, she said to him: "Now, Uncle Tom, put the good book away," and as Uncle Tom was closing the book I had a good view of the cover, and it was a copy of the American Newspaper Directory for 1893. The old man put it away with great reverence.

C. N. K., Jr.

WORKS WELL IN TEXAS.

GOLDSTEIN & MICEL, }
Dry Goods, Clothing, Shoes and Carpets. }
WACO, Texas, July 24, 1894. }

Editor of PRINTERS' INK :

DEAR SIR—We read in your last issue of cases where business firms have sent up advertising balloons.

We tried this style of advertising some time ago, and found it a great success. We are now sending balloons up regularly the first Tuesday night in each month.

Respectfully, GOLDSTEIN & MICEL.

DIVING AFTER THE UNFATHOMABLE.

CHICAGO, Ill., July 27, 1894.

Editor of PRINTERS' INK :

If a soap advertisement was to be placed next to the "Servant Girl Wanted" column, and a baking powder advertisement next to the "Board and Lodging Wanted" column, and a smoking tobacco advertisement next to the "Help Wanted" column, would they not be seen and read by a greater number of possible purchasers than if given a position next to pure reading matter?

Respectfully yours,
AMATEUR.

A MORE DIRECT RELATIONSHIP DESIRED.

ST. PAUL, Minn., July 20, 1894.

Editor of PRINTERS' INK :

We beg to inform you that we have recently made such a modification of our previous arrangements with Mr. A. F. Richardson, of New York City, that hereafter all advertising contracts or orders from general advertising agents may be sent directly to this home office.

The publishers of the *Pioneer Press* have, for some time, desired a closer and more direct relationship with the general newspaper advertising agents of this country, and have come to the conclusion that by direct communication this end can be accomplished.

FREDERICK DRISCOLL,
Manager Pioneer Press Co.

THEY CAN BE SOLD FOR COLD CASH.

CHESTER, Vt., July 30, 1894.

Editor of PRINTERS' INK :

DEAR SIR—In a recent issue you state that "the names in themselves, ought to have considerable value." Will you kindly explain in what ways the names would have considerable value?

Yours, etc.,
FRANK H. STEARNS.

HERE IS A STATE OF THINGS.

NEW YORK CITY, July 28, 1894.

Editor of PRINTERS' INK :

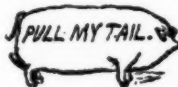
DEAR SIR—If the price a newspaper is retailed at is any indication of the value of its advertising space, advertisers who read in the American Newspaper Directory that the subscription prices of the *Empire*, the *Mail* and the *Globe* of Toronto, Can., are six dollars per annum, are liable to be led into making an incorrect estimate of the value of those three journals as advertising mediums. A paper which costs the subscriber six dollars a year is usually sold for two or three cents per copy, and three cents is what the *Empire*, *Mail* and *Globe* are sold for until 9 o'clock a. m., when, as evening editions, but with not the slightest change in their news or editorial matter, they are disposed of to the economical at one cent a copy. According to several newsdealers I interrogated while in that city recently, five out of six copies of those papers are purchased at the price last mentioned. They are, therefore, practically one-cent papers. Yours,

PARK ROWE.

J. M. THORNER,
Manufacturer of Star Vinegar Yeast.
KEOKUK, Ia., July 28, 1894.

Editor of PRINTERS' INK :

DEAR SIR—In a grocery store of this city I noticed a colored chromo card bearing the cut of a fine fat porker like this:



Prompted by curiosity, of course, I pulled his tail and this is what was presented for my inspection:



This is a unique novelty in its way, but for the efficiency of such an "ad" I could not vouch for in very strong terms.

Yours truly,
J. M. THORNER.

THE EASIEST WAY.

He read an advertisement how

To get rid of all rats

By sending in a dollar bill—

The scheme required no cats.

He sent his dollar, asking how

To banish rat or mouse,

And got this answer promptly back—

"You'd better leave the house!"

THE COMMISSIONERS' VIEWS.

The County Commissioners of York County, S. C., in explaining their recent refusal to give the county printing to a paper which was unable to prove the possession of a paid circulation, are reported to have expressed their views as follows:

"Dodger" advertising, except for a very few purposes, is the poorest that has ever been tried. People have but very little respect for "dodgers." Why, even the rag pickers don't gather them up. They are read by about one man out of ten. A newspaper distributed gratuitously partakes very much of the same character. Gratuitous distribution is an evidence that it has no selling value. People look upon it with suspicion. They not only think that somebody is trying to accomplish some unfair object; but they are very often afraid to take it out of the post-office for the reason that a collector might come slinking around asking pay for what was apparently a gift.

VALUE OF FAMILIAR NAMES.

Mr. Earl Chappelow, of Logansport, Ind., is desirous of ascertaining if there are any other medicinal teas in existence besides the Lincoln Tea and Garfield Tea. He is also curious to know whether those brands of tea were called Lincoln and Garfield through an idea that the names of the assassinated presidents, being more familiar to the public ears, would secure greater prominence for the teas.

According to Mr. E. G. Wells, of the wholesale medicine firm of Charles N. Crittenton Co., of New York, there are more than fifty brands of medicinal teas on the market, including the Egyptian Tea, Irish, Weber's Alpine, Hamburg, Freese's Hamburg, König's Brust, Hanover and Saxony Tea. Owing to their having received more advertising, or being of better quality, some of these teas have a much larger sale than the Lincoln or Garfield possesses. Mr. Wells is of the opinion that the sale of a tea which has been given a familiar name is not insured unless advertising has associated the name and the tea in the public mind.

DON'T LIKE THE POETS.

The usual outpourings which are given to the world in the shape of verse by advertisement writers are, with very limited exceptions, execrable. It is the simplest thing in the world to write prose and make words at the end of each line rhyme, but when it comes to combining sense with sound it is quite another thing. Once in a while a good couplet is produced, as notably that one used to advertise a celebrated English pen, but, as a general thing, advertising verse is worse than rubbish—it is criminal waste of good, honest words.—*Clothing Gazette*.

A NEW WAY TO CATCH SUCKERS.

During the last few years a great deal of money has been spent in comic pictures, or pictures supposed to be comic, stenciled in high colors upon muslin. These pictures are almost on a par with some of the alleged comic advertisement illustrations emanating from the various "bureaus." These signs are rather expensive, and frequently of no special application to any line of business, but applicable to all lines. The name of the dealer is stenciled on them, and they are tacked upon barns and out-buildings. This I consider about as near wasting money as anybody has yet invented, but the makers of these signs keep going right along catching new suckers with every cast of the line.—*Boot and Shoe Recorder*.

OLD SUBSCRIBER—I called to pay you that \$6 I owe you.

Editor (loftily)—There was no hurry. You needn't deprive yourself.

Old Subscriber—In that case I'll defer it, as I really do need the money badly.

Editor (rising)—John, lock the door and if he makes a break for the window knock him down with the mallet. Now shell out that \$6.—*Atlanta Constitution*.

FOREMAN (of the *Sharpstown Star*)—I see you've marked the paragraph about water-melons being in our midst for the editorial page?

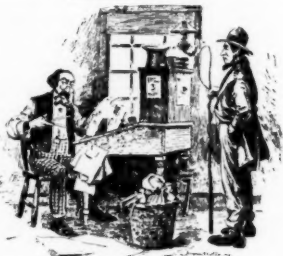
Editor—Well, what if I have?

Foreman—Don't you think it would be safer to put it between the pain-killer and Jamaica ginger ads?—*Judge*.

BEAUTIES OF ADVERTISING.

Fair Visitor—So you have really decided not to sell your house?

Fair Host—Yes. You see, we placed the matter in the hands of a real estate agent. After reading his lovely advertisement of our property, neither John nor I could think of parting with such a wonderful and perfect home.—*Pittsburgh Bulletin*.



EDITOR (*Bean Co. Clarion and Farmers Friend*) No, Silas Hopkins, you can't expect me to take such a scraggy, mean lot of vegetables as that for subscription to my paper for next year.

Silas Hopkins—Well, you oughter, then! Them's the kind o' vegetables I raised from follerin' your advice in your "Hints to Farmers" column.—*Puck*.

THE great beauty of adversity as a medicine is that it is not sugar-coated.—*Puck*.

THE bore the wise man least prefers,
The bore most full of vapor,
Is he who counsels editors
On how to run a paper.

THE merchant who grumbles and sighs,
And turns up the whites of his eyes
In sorrow and pique
Because trade's very wique,
Is the fellow who won't advertighs!

AN EPITAPH.

I gladly lay me down to sleep
Within the grave so quiet,
For if 'tis calmer than my life
I would be fain to try it.
The earthly goal I sought for—rest—
I found ('tis not surprising),
For I engaged in business and
Eschewed all advertising.

REAPS THE BENEFIT.

In his lines he gets full measure,
In "position" has his pleasure,
And the printer is instructed to look after his display,
Publishers to him will cater,
And receive his "copy" later
Than most other advertisers who are patrons
ev'ry day.
He is mentioned in the "leaders,"
Often gets free gratis "readers,"
And these facts a wholesome lesson to commercial men instill,
For the cause of his successes
Advertising men impresses
And is summed up in the secret that he
promptly pays his bill.

A FREE INSERTION.

'Twas at Asbury Park in the height of the season,
The guests were enjoying themselves in good reason,
Fair bathers were there in the water disporting,
And some on the beach the young fellows were courting.
The bathers, the courtiers were highly amusing,
To all save a youth who a book was perusing,
And while he read on, in a fit of abstraction,
Some girls made him victim of summary action.
For ere he could help it a crowd of Eve's daughters
Had carried and dipped the young man in the waters,
A newspaper man who observed the proceeding
Remarked, "That's a good ad if somewhat miss-leading,
The girls ought to profit a deal by the antic—
Inserting a 'reader' in the July Atlantic!"

Classified Advertisements.

Advertisements under this head, two lines or more
without display, 25 cents a line. Must be
handed in one week in advance.

WANTS.

DODD of Boston.

ADVERTISERS want Dodd.

USE the Persian Corn Cure.

GOOD HOUSEKEEPING. Ads.

GOOD HOUSEKEEPING. Ads.

A DS. VICK'S MAGAZINE, 300,000. 38 Times
Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times
Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times
Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times
Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your
attention, and deserves it.

USED Columbian postage stamps are bought by
E. T. PARKER, Bethlehem, Pa.

SITUATION as foreman of composing room.
25 yrs. experience. "F." 11 E. 8th St., Erie, Pa.

ILLUSTR'D features for newspapers and advrs.
HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send
6c postage. SWANK MFG. CO., Fremont, O.

NEW borders for effective advertising display.
E. L. SMITH, 180 Washington St., Boston, Mass.

WANTED—Orders, at 10 cents a line, for a
weekly family paper; 50,000 circ. proved.
O. L. MOSES, 132 Nassau St., N. Y.

I WANT to correspond with liberal advertisers
who need a good advertising man or manager.
"JAMAIS ARRIERE," care Printers' Ink.

WANTED—A man who can sell as good a news
ink for 20 cts. a pound as I can for 4 cts.
WM. JOHNSTON, 10 Spruce St., N. Y. City.

62 DAYS' cruise through the Holy Land,
Egypt, etc., Feb., '95, \$225, which includes
all expenses. Full particulars of E. C. HOWE,
70 State St., Chicago.

MORE newspaper men to know the saving of
time, labor and money caused by the preparation
of copy on the Remington Typewriter.
337 Broadway, New York.

TO editors in Iowa, Minnesota, Missouri and
west to coast: Have you a hustler to work
county for advertising? No outlay. Newscheme.
Big money. Box 230, Sidney, Iowa.

RUBBER stamps, type, dates, etc. Catalogue
free. E. TAYLOR & CO., Cleveland, O. Pub-
lishers, insert above in payment for "marked
copy," "sample copy" and name stamp.

WE want a first class man. One who can ac-
cilit advertising and keep books. Ad-
dress, stating salary expected, with references,
"SUBURBAN DAILY," care Printers' Ink.

"SMALL TALK ABOUT BUSINESS!"

"SMALL TALK ABOUT BUSINESS" guides
you to financial safety. Paper 40c., cloth
75c. Our catchy booklet tells about it and mailed
free. FREMONT PUBLISHING CO., Fremont, O.

A N elegant embossed cover on a catalogue in-
sures it from the waste basket. It is our
business to design and execute. Write for esti-
mates. GRIFFITH, AXTELL & CADY CO.,
Holyoke, Mass.

PRACTICAL newspaper man, of wide experi-
ence and familiar with every department,
solicits correspondence with proprietor requir-
ing capable, responsible manager or editor.
"INFORMATION," care Printers' Ink.

CASH PAID FOR STORIES—Stories, sketches,
poems, pictures, etc., wanted for the Christ-
mas number of a wide-awake trade paper. The
edition is to contain 100 pages of original and
finely illustrated matter. Liberal prices paid
for accepted articles. Full particulars and hints
given on application. Address "H. E. H." care
Printers' Ink.

TO an engagement as advertising manager
of a high-class weekly or monthly in New York
City. Has had twenty-one years' experience in
charge of the advertising department of SCRIP-
PER'S MONTHLY (now THE CENTURY) and of THE
CHURCHMAN. Address HENRY F. TAYLOR,
Printers' Ink, New York.

WHAT can we do for you in Washington? Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Departments. Save yourself a trip to the Capital by writing to ASSOCIATED TRADE & INDUSTRIAL PRESS, 918 F St., N. W. Washington, D. C.

EUROPEAN CORRESPONDENCE—Newspaper man, 41 years of age, 23 years' experience in Europe, America and (as war correspondent) in Africa, returning to England for family reasons, would like to represent first class paper. Understands American requirements; familiar with English institutions and sources of information. Success in gleanings inside facts; of admitted ability with the pen, and a worker with big share of initiative qualities. "O. K." Printers' Ink.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. They must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

SPECIAL WRITING.

SHREWD publishers like my confidential "ed. copy." It saves money and increases circulation. G. T. HAMMOND, Newport, R. I.

ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

SIMPLY "Dodd's, Boston." That goes.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lists of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

5,000 NAMES for 50 cents. Directory of Harrison County, Missouri, giving the name, occupation and post-office address of over 5,000 resident taxpayers. Well printed and neatly bound, by mail, 50 cents. Address Mgr. REPUBLICAN, Bethany, Mo.

ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

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VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG CO., 343 Wabash Ave., Chicago, Ill.

CLOCKS—All kinds, from the humble alarm to the stately "Grandfather." Special designs made to order. H. D. PHELPS, Ansonia, Conn.

TIME saver, the latest copyrighted advertising novelty. Exclusive right in a city to first corner. Samples, 2c. Permanent. LONDON PTG. CO., Columbus, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

ILLUSTRATORS AND ILLUSTRATIONS.

ST. NICHOLAS.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

SOLID TYPE talks in GOOD HOUSEKEEPING. Illustrated ads show excellent.

WOOD ENGRAVING. Best work only. H. SENIOR & CO., 10 Spruce St., N. Y.

DRAWINGS and designs for advertising and illustration. E. LUTZ, East Andover, N. H.

BILLPOSTING AND DISTRIBUTING.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

VICK'S 200,000 beats billposting, coz it's permanent.

R. B. JOHNSTON, advertising distributor. 1331 Franklin Ave., St. Louis, Mo.

MISCELLANEOUS.

ST. NICHOLAS.

USE the Persian Corn Cure.

DODD'S AGENCY, Boston.

GOOD HOUSEKEEPING. Excellent.

GOOD HOUSEKEEPING. Excellent.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VICK'S MAGAZINE A1 + 1 - 0 = 200,000.

VAN BIBBER'S Printers' Rollers.

SEND cabinet photograph and 35c. and receive 12 miniature photos. G. FAIRFIELD, Wind Gap, Pa.

TERRIFF'S perfect washing machine will boom your circulation. Write for particulars and prices. PORTLAND MFG. CO., Portland, Mich.

TO LET.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

VICK'S MAGAZINE. Space.

ADVERTISING space in ST. NICHOLAS.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N.Y.

GOOD HOUSEKEEPING. Space. H. P. HUBBARD, Mgr., 38 Times Bldg., N.Y.

TO LET—Factory building, 128th street, between Third and Lexington aves.; 60x90 ft., 7 floors. Large engine and boilers, shafting, steam heat, automatic sprinklers, vaults and dry kiln. J. JAY NESTELL, 152 Broadway.

TO LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address GEO. F. ROWELL & CO.

ADVERTISING MEDIA.

PERSIAN Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N. Y.

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

HARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 12 Tribune Bldg., N. Y.

THE OPTICIAN AND JEWELER. 96 Maiden Lane, N. Y. A peculiarly good medium for careful advertisers.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

DOMINION Newspaper List (60 weekly papers). Sworn circulation 32,236. CANADA READY PRINT CO., Hamilton, Ont.

ADVERTISERS—Only 10 cents per line; circulation 20,000. Best medium on earth. CHIFE'S COMMERCIAL REPORTER, Marion, Ind.

ADVTs. placed in each of 140 local weeklies; 75c. a line a week. Only one electrolyte needed. UNION CO., 15 Vandewater St., N. Y.

THE METROPOLITAN AND RURAL HOME. N. Y., an agricultural and family journal, issues over 500,000 monthly. It pays advertisers.

DO as others do, advertise in the AMERICAN HOME JOURNAL. Easton, Pa., and get big results. We reach 5,000 mail buyers monthly. Rate, 5 cents per line.

THE HEARTHSTONE. 225 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

ADVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

A GOOD list of good people. 35,000 ladies, all householders, throughout Canada. The people if you wish to advertise in Canada, write to THE MONTREAL SILK MILLS CO., Limited, P. O. Box 537, Montreal.

"YOUR paper is a hustler for orders."—J. J. Bell. This refers to PARK'S FLORAL MAGAZINE. The publisher guarantees 125,000 circulation each month. Advertising office, 517 Temple Court, New York City. C. E. ELLIS, Manager.

FRATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 13 of the best papers, will cost \$35. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

BECAUSE the Democratic party has gone mad is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half printed 16 pages, illustrated, at about the cost of the white paper. Send to W. P. WHEELER, 133 Nassau St., N. Y.

SUPPLIES.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VICK'S MAGAZINE supplies customers.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

ADVERTISING supplies business when nothing else will. Try ST. NICHOLAS.

"STRONG SLAT" cases, wood type and borders. My prices will suit customers. HEBER WELLS, 157 William St., New York.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 174d, 10 Spruce St., New York. Special prices to cash buyers.

CIRCULAR letters reproduced and addresses inserted \$7.50 per M. Experts can scarcely tell it from genuine typewriting. G. F. VAN WYE, Masonic Temple, Chicago.

PAPER DEALERS—M. Plummer & Co., 45 E. Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

HARD times prices for printing. Good linen paper, per 1,000: Letter heads, \$2.00; note heads, \$1.20; bill heads, \$1.60; circulars, 8½x11, \$2.20; 5½x8½, \$1.40; 2½x5½, 60c., in lots not less than 5,000. Express prepaid. ALBERT B. KING, 87 William St., N. Y.

THE HUGHES STEREOTYPE OUTFIT is giving perfect satisfaction, and is indorsed by all reputable dealers. With its patented hot water flaked casting box and mold-dryer it is impossible to injure type, and superior results are quickly and cheaply obtained. Every publisher and printing office should have one. The business office is now at 175 6th Avenue, N. Y.

THE CONICAL SCREW-COIN, manufactured by the Hughes Stereotype Outfit Co., 175 6th Ave., N. Y. City, is unquestionably the best. Such large and well-known firms as Geo. P. Rowell & Co., PRINTERS' INK, J. J. Little & Co., Dennison Mfg. Co., Chicago Newspaper Union, etc., would use no other. It is far superior to the wedge-sliding principle. It is the only correct mechanical plan, and on a dead square lock-up.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISEMENT composition, comment and criticism. An 80-page pamphlet, giving 68 designs for setting one advertisement, list of competitors, report of judges of award in competition, and letters referring to contest. Better than "90 Ideas" book. By mail, 25 cents. Address INLAND PRINTER CO., 212-214 Monroe St., Chicago.

FOR SALE.

ADVERTISEMENT space in ST. NICHOLAS.

BUYER for two novelty specialties. A. B. DODGE, Manchester, N. H.

\$3.50 BUYS 1 INCH 30,000 copies Proven. WOMAN'S WORK, Athens, Ga.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

JOB printing and newspaper plant for sale cheap. Located in prosperous North Texas city. An established business. Bad health the cause. "BARGAIN," Box 572, Fort Worth, Texas.

DAILY NEWSPAPER FOR SALE. The only Democratic morning daily in a city of 80,000 population can be bought for half its real value. Established over 40 years, and doing a paying business. Have the best reasons for selling. Exclusive United Press franchise. For particulars address "B. D. H.," Printers' Ink.

STREET CAR ADVERTISING.

JOHNSON'S figures are never beaten.

A. J. JOHNSON, 261 Broadway, New York City.

WRITE to FERREE. First National Bank Bldg., Hoboken, N. J.

FOR Street Car Advertising, everywhere GEO. W. LEWIS CO., Girard Bldg., Phila., Pa.

BIG inducements for advertising on the elevated railways New York. Brooklyn and street cars everywhere. Rates and original sketches free. COHN BROS., Temple Court, N. Y.

ADVERTISING AGENCIES.

ALL indorse ST. NICHOLAS.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

ALL take ads for VICK'S.

AGENCIES know GOOD HOUSEKEEPING.

AGENCIES know GOOD HOUSEKEEPING.

GEO. S. KRANTZ, special advertising agent for N. Y. dailies. 102 W. 14th St., N. Y.

ADVERTISING. City and country papers. See GEO. W. PLACE, 52 Broadway, N. Y.

100 LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

If you wish to advertise anything anywhere at any time, write to the GEO. F. ROWELL ADVERTISING CO., 10 Spruce St., New York.

HICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor, 132 Nassau St., New York.

CHARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

THE INTER-STATE ADVERTISING AGENCY, Kansas City, Mo., offers general advertisers a good service on reasonable terms for Western publications. We prove our work. If you wish to enter this field, write to us.

ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

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VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

AFTER you have received prices from every one else write me, telling just what you desire, and see how much money I will save you. E. T. KEYSER, 15 Beekman St., N. Y.

GET manufacturers' prices, wood or metal. Our patent metal base is the best on the market. Large facilities; superior work. WM. T. BARNUM & CO., New Haven, Conn.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

THE best ad can be spoiled by a poor printer. We display ads so they will catch the eye, and also furnish electros. Address WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

YOU may write your own ads, but one thing is sure — you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

CELUTYPE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Celutypes and cellultype machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

ADVERTISEMENT CONSTRUCTORS.

ST. NICHOLAS.

DODD'S ads fit.

"THE TRADE OF AUTHORSHIP." By Wolstan Dixey, 86 World Bldg., New York. One dollar.

"BUSINESS BULLETS," my booklet, is yours for 2c. JED SCARBORO.

ADS that are read. CHAS. A. WOOLFOLK, 446 West Main St., Louisville, Ky.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

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VICK'S MAGAZINE's own artist will make special designs for advertisers.

VICK'S MAGAZINE's own artist will make special designs for advertisers.

UP-TO-DATE ads. They'll please you. DUPONT, N. Elm St., Westfield, Mass.

SAMPLE ad, 25 cents in stamps. M. BOARDMAN, 2434 Frankford Ave., Philadelphia.

BUSINESS BOOKS—To order, illustrated, eight pages, \$9 per 100. BRETT, 261 Broadway, N. Y.

WE have turned out more ads and better ones than any other house in the business. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

"BOOK of Ideas for Advertisers." 50 illustrations, 70 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

I DON'T make many claims, but do claim that in writing advertisements I give the utmost care and thought to every line. I don't believe anybody gives more satisfaction than I do. A dollar and isn't too much to pay when you get your money back if you want it. BERT M. MOSES, Box 283, Brooklyn, N. Y.

UNIQUE ads, crisp catch-phrases, convincing circulars and booklets, business jingles, pithy paragraphs for car signs and effective "readers" carefully prepared. Get my booklet—2c. stamp pays for it. Might roughly outline what you require and let me furnish figures. JED SCARBORO, Box 63, Station W, Brooklyn.

I WILL write 13 ads (a 3 months' service of weekly changes) for any retail business, and supply an outline cut for each ad, for \$30. This applies only to the regular retail lines, and I reserve the right to decline any order. Send particulars of business, copies of old ads and suggestions, if you have any to make. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

I HAVE just had 13 cuts made for a jewelry house in West Virginia. I am allowed to sell duplicates to jewelers in other States. I will write 13 ads to order to fit the cuts and the business and supply cuts and all for \$30. I will sell the 13 cuts and duplicates of these West Virginia ads (which are of a general character and will fit any store) for \$13. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

IT is not easy to write good medical advertisements. It requires more than a mere ability to write readably. Some medical knowledge is necessary, and special study must be made of each case. I don't want to write about a medicine that won't bear investigation. I won't have anything to do with a "fake" if I know it. If the remedy is all right I can write ads that will sell it. Pamphlets and circulars, too. I usually charge \$5 for a single ad; \$30 or \$35 for 6. Small pamphlets about \$25, but I can't agree to take everything at these prices. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

DURING the last three years I have written a great many retail advertisements. Several thousand, I suppose. I have copies of all of them. On receipt of \$5 I will pick out ten of these ads and remodel them to fit your particular business. If you are not satisfied when you get them I will return your money by telegraph, if you say so. This offer applies only to retail drugs, groceries, clothing, dry goods, coal, hardware, pianos and organs, furniture (cash or payments), jewelry, china and glassware, shoes, h-s, oysters and game, men's furnishings, hats, millinery, cloaks, tailoring, cigars, books and stationery. If you prefer to have the ads written specially for you, write for estimate, giving particulars. I reserve the right to decline any order sent at the rate mentioned, and I must have cash with the order every time. If I won't do the work or don't do it right, I'll return the money. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

PREMIUMS.

PREMIUM users, write to KUHN & CO., Mo-line, Ill.

VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

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VICK'S MAGAZINE (300,000) is an attractive premium. 38 Times Building, N. Y.

SUBSCRIPTION premium users, write to D. T. MALLETT, Pub., 78 Reade St., New York.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 Worth St., New York.

SEWING machines half price to publishers. Lists free. A. M. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

ROOT'S Home Repairing Outfit. Best premium ever offered in exchange for advertising. ROOT BROTHERS, Medina, O.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

CONNECTICUT.

THE DAY prints more home advertising than any other New London, Conn., paper.

WEEKLY **TIMES: Hartford**, CONN.

THE DAILY UNION.

BRIDGEPORT, CONN.

MORNING. EIGHT PAGES. ONE CENT. Circulation, 7,300.

Best advertisers use it—they know its value.

N. Y. Office, 629 Vanderbilt Building.

O. L. MOSES, Manager.

THE TWO HERALDS.

WATERBURY SUNDAY HERALD.

BRIDGEPORT SUNDAY HERALD.

Every nook and corner in the Nutmeg State is covered by them. By special trains and by pony expresses these two papers are delivered Sunday morning all over Connecticut. Special editions are sent into Hartford, New Haven, Meriden, Danbury and Ansonia. Combined circulation, 30,000. 150,000 Readers.

THE HARTFORD TIMES.

WILLIE O. BURR, Publisher.

RUFUS H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

DISTRICT OF COLUMBIA.

ALERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

GEORGIA.

THE ENTERPRISE, Smithville, Ga. Official organ of Lee County. All home print.

KENTUCKY.

STOCK FARM, Lexington, reaches horsemen in every State and Territory.

TRI-WEEKLY DANVILLE ADVOCATE covers the "Blue Grass." Annual rates, 10c. an inch.

MAINE.

BANGOR COMMERCIAL.

J. P. BASS & CO., Publishers, Bangor, Me.

Daily average, nearly 5,000 copies.

Weekly average, over 16,000 copies.

PERRY LUKENS, JR., New York Representative, 73 Tribune Building.

MASSACHUSETTS.

40 WORDS, 6t., 50 cts.; \$1.50 for 1 mo. ENTERPRISE, Brockton, Mass. Circulation 7,000.

NEW BEDFORD (Mass.) JOURNAL. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

DAILY GLOBE, ISSUED
FALL RIVER. EVERY
EVENING

Circulation, 6,500 Copies Daily.

LARGER THAN THE COMBINED ISSUE OF ANY OTHER TWO LOCAL PAPERS.

Best Advertising Medium in Fall River.

Advertising Rates furnished upon application.

W. F. KENNEDY, Managing Editor.

WM. H. HANSCOM, Business Manager.

MICHIGAN.

GRAND RAPIDS DEMOCRAT, the leading paper in Michigan, outside Detroit, 13,000 daily.

40,000 PROVED CIRCULATION for only 15c. a Line. Sample copies and proof of circulation free. "ONCE A MONTH," DETROIT, MICH.

MINNESOTA.

MINNEAPOLIS TIDENDE has the largest circulation of any Norwegian-Danish paper in Minnesota.

The Housekeeper, Minneapolis, Minn.
Circulation, 128,000
Pays Advertisers.

DULUTH.

Population to-day, 75,000.

The most prosperous city in the country.

THE NEWS TRIBUNE

IS ITS ONLY MORNING NEWSPAPER.

Published every day in the year. It is the leading and largest circulated newspaper at the head of the lakes.

PERRY LUKENS, JR., Eastern Representative, 73 Tribune Building, N. Y. City.

MISSOURI.

HEROLD DES GLAUBENS, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

THE HOME CIRCLE, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

NEBRASKA.

TO advertisers! The **Red Cloud CHIEF**, Red Cloud, Neb., is all home print, and has a circulation of 1,300. Write for terms. Address **THE CHIEF**, Red Cloud, Neb.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

NEW JERSEY.

THE EVENING JOURNAL, JERSEY CITY'S FAVORITE FAMILY PAPER. Circulation, - - - - 15,500. Advertisers find IT PAYS!

NEW YORK.

ST. NICHOLAS.

VICK'S 300,000. East of Rockies, 184,519. Fact.

VICK'S 200,000. East of Rockies, 184,519. Fact.

VICK'S 200,000. East of Rockies, 184,519. Fact.

VICK'S 200,000. East of Rockies, 184,519. Fact.

THREE trial lines 25c. in Watertown (N. Y.) **HERALD**—30,000 readers.

FOR any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

ROWELL accords **THE LE ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.

NEWBURGH, N. Y. Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

THE LADIES' WORLD has had a paid average circulation (January to June, inclusive) of 363,750 copies per issue. No sample copies, but all circulation paid for in advance. Circulation will be still larger for last half of '94. Send for a copy and an estimate. S. H. MOORE & CO., New York.

THE TROY PRESS. H. O'R. Tucker. A strictly high grade family daily. Eight pages. Advertising service the best. New York office, 11 Tribune Building.

F. M. LUPTON'S popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address **F. M. LUPTON**, publisher, 106 & 108 Reade St., N. Y.

A COMPARISON

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

ADVERTISING IN

TEXAS SIFTINGS

 **PAYS**

FIVE DOLLARS IS OFFERED FOR THE BEST ANSWER TO THE QUESTION "WHY DO YOU SUPPOSE THE SILVER CROSS IS CARRYING FIVE TIMES AS MUCH ADVERTISING AS IT DID SIX MONTHS AGO?" Address 158 W. 25d St., N. Y. City.

REDUCED TO 10C.

GODEYS

BIG INCREASE OF CIRCULATION.

Present Rates, 75c. per line.

Send for rate card giving discounts.

THE GODEY COMPANY, NEW YORK.

THE IRISH WORLD

For all matters relating to advertising, please address
D. W. VAN DEREN, Advertising Manager.
17 Barclay Street, New York.

THE OLDEST, LARGEST AND MOST INFLUENTIAL

PAPER OF THE CLASS PUBLISHED.

Being on the right side of the fence, politically, its circulation will be larger this year than ever.

"LIFE"

Character in a weekly paper counts for a great deal.

"LIFE"

INFLUENTIAL NEWSPAPERS ARE THOROUGHLY READ.

THIS MAKES THEM THE BEST ADVERTISING MEDIUMS.

Such Newspapers are the

Daily Press & Knickerbocker

AND

SUNDAY PRESS.

Press-Room Open to Inspection of Advertisers.

BEST EQUIPPED NEWSPAPER PLANT IN ALBANY.

SO. & CEN. AMERICA.

S SEND for sample copy
PANAMA STAR & HERALD.

ANDREAS & CO., 52 Broad St., N. Y.

OHIO.

MUSKINGUM FARMER for Southeastern Ohio. \$5 an inch this year. Zanesville, Ohio.

DAYTON MORNING TIMES and **EVENING NEWS** are clean, reliable, family papers.

YOUNGSTOWN VINDICATOR, 7,800 daily, 5,200 weekly. Leading newspaper in Eastern Ohio.

THE AMERICAN FARMER AND FARM NEWS will not, under any circumstances, accept of any "fake" ads at any price. The **AMERICAN FARMER AND FARM NEWS** guarantees the reliability of every advertiser to its readers. The **AMERICAN FARMER AND FARM NEWS** gives better returns to advertisers for the money than any other paper of its class published anywhere in the world. The **AMERICAN FARMER AND FARM NEWS** ad rate is only about 1 cent for 1 inch in every 300 copies, going to bona fide subscribers during the year. The **AMERICAN FARMER AND FARM NEWS** is the result of the purchase and consolidation of six farm papers, every one of which was a leader in its sphere. The **AMERICAN FARMER AND FARM NEWS** is a practical paper, edited by practical men for practical people. The **AMERICAN FARMER AND FARM NEWS** wants your business if you are square. But if you are not square it would not take it at any price. GEO. S. BECK, Eastern Manager, 193 World Bldg., New York City.

PENNSYLVANIA.

SCRANTON (Pa.) **REPUBLICAN** has the largest circulation of any Scranton paper.

CIRCULATION CLAIMS are useless when they are not proved. The American Newspaper Directory guarantees the rating given the **CHESTER TIMES**. Thirty thousand local readers in the best section of Pa. Address **WALLACE & SPROUL**, Chester, Pa.

INTELLIGENCER—DAILY and WEEKLY, Doylestown, Pa.
For guaranteed circulation see Rowell's Directory. Always the leaders.
Always best mediums for advertisers' purposes.

RHODE ISLAND.

THE NEWS, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

NEWPORT DAILY NEWS reaches best readers. Enterprising and thorough. 4,000 daily.

TENNESSEE.

FOR Tennessee papers that pay, address **GEORGE HENRY SMITH**, Knoxville.

THE MAURY DEMOCRAT. Guaranteed circulation over 2,300. Established 1882; 8-page weekly. No pot metal. All home print. Published in the richest and most progressive section of Middle Tennessee. Send for specimen copy. See rating in Directory. **LYNCH & E. C. FERRY**, Props., Columbia, Tenn.

TEXAS.

TEXAS—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Texas?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

UTAH.

UTAH—In its issue of August 15th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Utah?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

VERMONT.

VERMONT—In its issue of August 22d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Vermont?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

VIRGINIA.

VIRGINIA—In its issue of August 22d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WASHINGTON.

SEATTLE TELEGRAPH.

SEATTLE TELEGRAPH, the leading Democratic daily north of San Francisco.

WASHINGTON—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Washington?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WEST VIRGINIA.

WEST VIRGINIA—In its issue of August 29th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of West Virginia?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WISCONSIN.

FOR reaching the German Catholics in Wisconsin, take the **EXCELSIOR**, Milwaukee.

RACINE EVENING TIMES, Racine, Wis. Circ'n under oath ex'ds 2,400 paid copies each issue.

WISCONSIN AGRICULTURIST, Racine, Wis. Largest circulation of any English paper in Wisconsin.

WISCONSIN—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wisconsin?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

WYOMING.

WYOMING—In its issue of September 5th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Wyoming?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

CANADA.

DOMINION OF CANADA—In its issue of September 12th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of the Dominion of Canada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for PRINTERS' INK for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, PRINTERS' INK does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE STREET.

CIRCULATION.

Average for last 13 weeks, - 17,323 copies

 NEW YORK, AUGUST 8, 1894.

"GENERAL" COXEY can testify to the value of general advertising.

In ancient times advertising was sometimes done from the tops of houses; in modern times, however, the tops of columns are preferred.

PRINTERS' INK being a journal for advertisers, it affords us greater pleasure to secure one new subscriber who is an advertiser than a dozen who are not.

PROPRIETARY medicines may not keep so large a number of people alive as their advertisers claim, but there's very little doubt that they keep about half the newspapers alive.

The man who declares that people do not take the trouble to read the advertisements in the papers may have a wife, but he is never known to possess several grown-up daughters.

The most prominent local and general advertiser in a city should be the newspaper published in it. It is not the part of wisdom, however, to confine its advertising to its own columns.

ADVERTISERS are naturally an advertisement reading class of men, and hence the advertising pages of PRINTERS' INK must be read by a larger proportion of its readers than those of most other journals.

WE do not owe our cheap press to the people who only read the news and editorial matter in a paper, but rather to those who read the advertisements. If there were no advertisement readers there would be no advertisements, and a first-class daily paper would not be sold then for two cents.

THE Scranton, Pa., *Republican* modestly asserts, editorially, an intention of "going right on with the work of publishing the best daily newspaper in Northeastern Pennsylvania." It already has the boldness to assert that: "The *Republican* is delivered at more residences than any other Scranton newspaper."

THE values of mediums constantly change. A paper's advertising space may be worth twenty-five per cent more or fifty per cent less this year than it was last. Few advertisers, however, have the means to keep themselves informed of these changes, and hence, in making their yearly contracts, they should consult some one who has.

THE *Cosmopolitan* presents a striking illustration of the comparative value to advertisers of publications having a large circulation. When this magazine, in 1889, printed 20,000 copies the cost of one page was \$60. With its present circulation of 215,000 the pro rata price for same space would be \$690. But the actual price is \$300.

AMONG the prominent contributors to *Harper's Magazine*, for August, is Mr. George Card Pease, of the advertising department of Scott's Emulsion. Those who deprecate this apparent waste of talent on the part of a first-class ad *literateur* should remember that Macaulay, Dickens and other writers of advertisements frequently exercised their talents in other directions.

MANY large New York retail firms, who, during the last few years, have attempted to secure publicity for their wares by publishing a paper for free distribution among their customers, are discovering that this kind of advertising is expensive. One of the latest to make this discovery is the Fulton street clothing firm of Raymond & Co., who have suspended the publication of *Raymond's Monthly*, and will in future confine their advertising to the regular channels.

MR. SAM W. HOKE, advertising manager of the Admiral Cigarette, sends us an advertisement of a laundry, which appeared in a recent issue of the *Dallas Daily Times-Herald*, and which, in Mr. Hoke's opinion, demonstrates what has long been suspected, that all the advertising experts of the United States are not living in New York.

A careful examination of the work of the Dallas expert indicates that it was prepared by a man who never entertains the slightest doubt that the particular order of talent necessary to the proper washing of a shirt is exactly the same as that required in the proper construction of an advertisement.

NOT long ago an ordinance was introduced in the Common Council of Trenton, New Jersey, looking to the substitution of some other as the official paper in place of the *True American*; and a copy of PRINTERS' INK was exhibited to the honorable councilmen to show that the circulation of the *True American* was 4,000 copies.

The question involved became of so much consequence to the paper that Mr. Naar, the publisher, thought it necessary to secure the services of an attorney, who should visit New York and "ask for a statement of the reason" which led to the assigning of the circulation rating as stated.

The attorney learned that the rating had been taken from the last issue of the American Newspaper Directory, and that any discrepancy between the reported and the actual issue could be traced to the failure of the publisher of the *True American* to furnish the facts in response to a notice that such would be gladly received, while the revision of the Directory was in progress.

The whole story is told in the *True American* for July 17th, and it is there made to appear that, after the trouble of compiling a statement of his actual issues, the expense of the services of a competent attorney, and after devoting several columns of his paper to an explanation of conditions as they exist, Mr. Naar has doubtless established that his actual average issues for the first six months of 1894 are greater than the editor of the Directory gave him credit for having during the year 1893.

For twenty-seven years the publishers

of the Directory have labored to arrive at the best plan for describing and rating American newspapers. They ask the co-operation of every publisher to aid in an accomplishment of this result. Intelligent criticism of their plan is respectfully solicited, and careful consideration is given to every suggestion looking to an improved plan.

A reward of \$25 is promptly paid for every case where a publisher furnished the Directory with a signed statement of his actual issues, and the Directory failed to rate him in accordance. But the other practice of paying \$100 reward to the first person who successfully contests the accuracy of a publisher's signed statement unquestionably deters some from furnishing facts; although, after it is too late, a willingness to devote time, money and newspaper space to prove that a wrong has been done is sometimes made very conspicuous indeed.

NOT IN IT.

The passenger traffic manager, at Cincinnati, of the "Big Four Route"—The Cleveland, Cincinnati, Chicago and St. Louis Railway Company—has a blank form that is in pretty constant use in replying to applications for advertising, passes, etc., from publishers of new newspapers. It is headed: "Subject-Advertising," and is to this effect:

We are in receipt of applications from your paper for an advertising contract, but fail to locate your paper in Rowell's Newspaper Directory, which we use as authority in making our advertising contracts.

Kindly advise me why your paper is not shown in Rowell's Guide, and give statement of your circulation.

It is an interesting fact that notwithstanding the dull times more than a thousand new newspapers have been established since the last issue of the Directory, which appeared only three months ago.

WE DON'T.

A Pittsburgh correspondent appears to think that Mr. William Johnston takes liberties with the English language when, in a recent advertisement in this journal, he declares that a certain person don't quite like his ink notwithstanding that he uses 2½ tons of it a month. Mr. Johnston being asked what he meant by defiling the Anglo-Saxon tongue in this manner, remarked: "If PRINTERS' INK don't object I shall continue to say 'Don't' in preference to Doesn't."

SOUTH DAKOTA.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population, 328,808; issues 261 newspapers, 16 daily. Area, 77,650 square miles. Inhabitants to the square mile, 4.23. The only city or town having more than 5,000 population is:

Sioux Falls.....10,177

The following is a complete list of South Dakota papers accorded over 1,000 circulation.

Circulations to which the asterisk is attached may be relied upon absolutely.

DAILIES.

Sioux Falls...Argus Leader....Mag. 3,107*
Press.....2,250
Argus Leader....Evg. 2,080*

SEMI-WEEKLIES.

Salem.....Special.....1,350*

WEEKLIES.

Huron.....Dakota Ruralist.....4,000
Sioux Falls...Syd Dakota Ekko.....4,000
Mitchell.....Union Labor Gazette..2,605*
Aberdeen....Star.....2,250
Yankton.....Dakota Freie Presse.....2,250
Mitchell.....Sued Dak.Nachrichten.1,295*
Pierre.....Journal.....1,200*
Canton.....Sioux Valley News.....1,028*

SEMI-MONTHLIES.

Aberdeen....Dakota Farmer.....15,833*

MONTHLIES.

Mitchell.....South Dak. Educator...2,965*
Clark.....Conklin's Dakotian.....2,250
Chamberlain..South Dak. Palladium.2,000*
Aberdeen....Endeavor Herald.....1,166*
Pierre.....Rustler.....1,000*

Agriculture is the leading industry of the State and wheat the staple crop. Its railroad facilities are unusually good. It has direct and speedy communication with Chicago, Omaha, St. Paul and Minneapolis. Its mineral products, chiefly gold and silver, in 1889 were valued at \$3,685,862. More than one-fourth of the State's population is foreign born. Over 30,000 are Scandinavian and 20,000 from Germany.

TENNESSEE.

The short essays on how to advertise in a State, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the American Newspaper Directory for 1894.

Population—White, 1,336,637; Colored, 430,881. Total, 1,767,518. Issues 275 newspapers—16 daily. Area,

41,750 square miles. Inhabitants to the square mile, 42.03. The cities having more than 10,000 inhabitants are:

Nashville.....76,168
Memphis.....64,495
Chattanooga.....29,100
Knoxville.....22,535
Jackson.....10,039

The following is a complete list of Tennessee papers accorded over 1,000 circulation.

Circulations to which the asterisk is attached may be relied upon absolutely.

DAILIES.

Nashville...Banner.....11,833*
Memphis...Commercial-Appeal...7,500
Chattanooga.Evening News.....4,000
Times.....4,000*
Memphis...Evening Scimitar.....4,000
Nashville...American.....4,000
Chattanooga.Press.....2,250
Knoxville...Evening Sentinel.....2,250
Journal.....2,250
Tribune.....2,250

SEMI-WEEKLY.

Chattanooga.Times.....7,500*

WEEKLIES.

Memphis...Commercial.....20,000
Nashville...Christian Advocate.....20,000
American.....12,500
Chattanooga.Sunday Times.....7,500*
Nashville...Cumberland Presbyt'n.....7,500
Gospel Advocate.....7,500
Memphis...Southern Commerce...4,200*
Sunday Times.....4,000
Nashville...Baptist and Reflector.....4,000
Issue.....4,000
Tennessee Methodist...4,000*
Memphis...Catholic Journal of the
New South.....3,380*
Chattanooga.News.....2,250
Methodist Advocate Jour.....2,250
Knoxville...Journal.....2,250
Holston Methodist.....2,250
Tribune.....2,250
Martin.....Primitive Baptist.....2,250
Nashville...Banner.....2,250
Breder and Turfman...2,250
Tennessee Farmer...2,250
Paris.....Post Intelligencer.....2,250
Columbia...Maury Democrat...2,000*
Pulaski...Citizen.....1,350*
Nashville...Sunday Times.....1,240*
Sweet Water.Democrat-News.....1,232*
Athens...Athenian.....1,100*
Huntingdon.Democrat.....1,000*
Pulaski...Giles Democrat.....1,000*

SEMI-MONTHLIES.

Chattanooga.Tradesman.....4,000
Nashville...Southern Lumberman..4,000

MONTHLIES.

Nashville...Sunday School Mag'ne.20,000
Confederate Veteran...7,500*
Methodist Review of
Missions.....7,500*
Memphis...Medical Monthly.....3,100*
Morristown..Christian Patriot.....2,250
Nashville...Bible Study.....2,250
Southern Practitioner..2,250
Southw. Jour.of Educa'n2,250
Woman's Miss. Advocate2,250
Chattanooga.Southern Teacher...1,300*

The dailies, and the best of their weeklies, in Nashville, Memphis and

Chattanooga, give a good State circulation.

Tennessee is largely agricultural, but its mineral resources are very considerable in iron, lead, zinc and especially coal. The foreign born population of the State is less than two per cent.

Editor of PRINTERS' INK:

The Nashville *Banner* is an evening paper, and leads all the other dailies in the State in circulation, and is an unexcelled medium in its locality. It has more than twice the circulation of any other paper in that city. The *Weekly American* has a very good circulation. As to the other weeklies at the capital, the religious press presents the *Christian Advocate*, with the largest circulation, followed by the *Cumberland Presbyterian*, *Gospel Advocate* and the *Tennessee Methodist*. The *Confederate Veteran* is a monthly with a good circulation.

Memphis has but one morning paper, the *Commercial-Appeal*, a consolidation of the old *Commercial* and the *Avant-courier*. It has the largest circulation of any paper in the Mississippi Valley south of St. Louis, and also reaches East and Middle Tennessee, Northern Georgia and Northern Alabama. The *Schmitt* is the leading evening paper in Memphis.

The *Times* is the only morning paper published in Chattanooga, and is the leading paper in circulation in East Tennessee, Northern Georgia and Northern Alabama. Especially to be recommended is the *Semi-Weekly Times*, which reaches almost every post-office in Tennessee, Georgia, Alabama, Western North Carolina, Southwestern Virginia and Southeastern Kentucky. The *Tradesman* is a semi-monthly publication, and reaches nearly every user of motive power in the Southern States. It has an excellent circulation, and offers a splendid field for advertisers. The *News* is Chattanooga's representative evening paper.

Knoxville supports two dailies and an evening paper. The *Journal* leads in circulation. It is the only Republican daily in East Tennessee with any circulation worth mentioning. The *Weekly Journal* has a good circulation in East and Middle Tennessee. The *Evening Sentinel* publishes a semi-weekly edition, which has a considerable circulation.

There are, of course, other papers in Tennessee, with more or less circulation, but the papers I have named will serve to reach Tennessee readers and also subscribers in the other sections reached by the papers.

It must be borne in mind by the advertiser that East and West Tennessee are as different as if they were two States; therefore, the papers of West Tennessee do not circulate to any great degree in East Tennessee, and vice versa. It must also be remembered that the Eastern part of the State is largely Republican, and therefore it must take a paper of like politics to reach its people.

If the question, "What papers shall an advertiser use to reach the people of Tennessee?" is to be answered in the fewest words possible, I should say: Use the Nashville *Evening Banner*, Memphis *Morning Commercial-Appeal*, Chattanooga *Times* and the Knoxville *Journal*, with their weeklies or semi-weeklies. I would not overlook the *Tradesman* nor the *Christian Advocate*, either.

GEO. HENRY SMITH,
Knoxville, Tenn.

UNAWARDED PRIZES.

The following communication was recently received from Mr. R. A. Brown, editor and proprietor of the *Republican* of Franklin, Ohio:

Editor of PRINTERS' INK:

DEAR SIR—In January, 1894, James Vick's Sons, the seed growers, sent out to the newspapers making an offer of six prizes of \$125, \$75, \$50, \$25, \$15 and \$10 for original double column advertisements; also four prizes of \$50, \$25, \$15 and \$10 for best original single column advertisements of their business. In 1893 they offered \$300 for the three best advertisements. The offer this year was "another trial." No statement was made that the advertisements must reach a certain standard to compete. They got a large amount of advertising, as all competing advertisements were required to be published by the competitor. Vick's Sons now announce that none of the advertisements were worthy of first or second prize and they award one third prize and perhaps one or two other minor ones. This looks to me like sharp practice and unfair dealing. Under the terms of their offer somebody is entitled to the prizes, provided there were as many contestants as prizes offered. What do you think? Respectfully,

R. A. BROWN.

One object of Vick's Sons in offering the prizes was apparently to secure advertising for their business in the competing editors' papers. This advertising was secured, and may and may not have been worth the awards offered. Another object was undoubtedly to secure a number of advertisements on (probably) better terms than they could be had by any other form of procedure. If some of the competing advertisements had been found to be of immense value the compensation would not have been increased. It follows, therefore, that Vick's Sons should live up to their agreement, even if the value of the advertisements was infinitesimal.

An attempt to saddle on a committee of award the responsibility of a failure to pay the prizes is not fair. The fact is simply this: Messrs. Vick's Sons offered to pay certain prizes for a service that they hoped would be worth more than its cost. They were disappointed. There remained but one course for them to pursue. They should pay the awards and look pleasant.

AN ADJUSTABLE COMPLIMENT.

A paragraph which recently appeared in PRINTERS' INK complimentary to the Newport (R. I.) *News* was republished in the St. Louis *Furniture News*, because, in the opinion of the editor, it exactly fitted that journal.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

SWISS People, the advertiser's Eldorado. 300,000 in U. S. Official organ proves more than 15,000 circ. Send for rates. AM. SCHWEIZER ZEITUNG, 116 Fulton St., N. Y.

**BEST
HALF-TONE
PORTRAIT,**
Single col.,

\$1.50

CHICAGO PHOTO ENG. CO., 185 Madison.

POSTAL NOTES ABOLISHED.

The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples.

ALVORD & CO., DETROIT, MICH.

IT COVERS THE GROUND!

Going as it does into more comfortable homes than do any other two papers in Milwaukee,

The Evening Wisconsin

is the only newspaper that **NEED** be used by advertisers in order to reach the cream of the Milwaukee trade.

**THE EVENING WISCONSIN COMPANY,
MILWAUKEE, WIS.**

Eastern Branch Office:

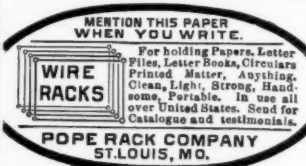
10 Spruce St., New York.

CHARLES H. EDDY, Manager.

Arthur's and Peterson's.

**\$100
PER PAGE**
for both
Magazines.

F. E. MORRISON, Adv. Mgr.,
500 TEMPLE COURT, N. Y.



THE BINGHAMTON LEADER.

Established
1878.

Eight Pages,
Seven Columns.

BINGHAMTON, N. Y.

The **DAILY LEADER**, which has recently been reduced from \$6.00 to \$3.00 per year, is the only Evening Paper between New York and Buffalo with the Associated and United Press Franchises, selling for a penny.

Circulation, 8,200.

The **DEMOCRATIC WEEKLY LEADER**. Reduced from \$1.50 to \$1.00 per year. Eight pages, seven columns. Established 1869. Issued every Friday.

Circulation, 6,500.

The **LEADER** is sold in 150 towns and villages in New York and Pennsylvania, and is the Best Advertising Medium in the United States. Address

THE LEADER, Binghamton, N. Y.

Office for Foreign Advertising,

132 Nassau Street, N. Y.

S. S. VREELAND, Manager.

Are You Covering Troy?

The Troy Press

Fills the Bill.

It also Fills the Advertiser's Pocket.

N. Y. OFFICE,
11 TRIBUNE BUILDING.

H. O'R. TUCKER,
TROY, N. Y.

Printers' Ink

Says:

"It is the duty and it should be the pleasure of every publisher to give his advertising patrons all the attention they deserve; it is upon them that he depends for his profit. Yet it is evident that no especial care is given to the editing of the advertising pages by most publishers. Only a few papers and some of the magazines are enterprising enough to establish departments that take charge of advertising and see that it is properly edited. This practice is bound to become popular, and it will prove mutually beneficial to publisher and advertiser."

We Do More Than That.

Our advertising department personally places every advertisement in position, thus giving each advertiser a choice position.

No Devil or Galley-slave has charge of your ad with us.

Let us give you estimate on space.

THE NATIONAL TRIBUNE,
WASHINGTON, D. C.

TO WHOM

IT MAY CONCERN.

CAN

WRITE ADS

moderately well,

ARRANGE DISPLAY

with effect,

SELECT MEDIUMS

with discretion,

ANALYZE VALUES

with success,

BUY ADVERTISING

with economy,

SAVE MY CHARGES

in discounts,

SERVE U

WITH SATISFACTION.

CHARLES K. HAMMITT,

ANYTHING IN
ADVERTISING.

231 BROADWAY.
NEW YORK.

The Vickery & Hill List, Augusta, Me.

CIRCULATION 1,500,000 copies per month,
guaranteed

ANOTHER TESTIMONIAL.

C. E. ELLIS,

DEAR SIR—On going over our records for the past eight months, we find that the proportionate returns (cost considered) from The Vickery & Hill List, with two exceptions, are better than from any of the two hundred papers used on our 1893-4 schedule.

We desire no more evidence that you circulate to the extent claimed.

Yours truly,

ROBT. INGERSOLL & BRO.

Rates, or any other information, furnished from the home office, Augusta, Me., or by

C. E. ELLIS, 517 Temple Court, New York City, Special Representative.

In West Virginia,

Wheeling is the only city of

40,000 POPULATION.

Wheeling is the center of a population of **200,000.**

In Wheeling the **EVENING and SUNDAY NEWS** is the leading paper.

It has a larger total circulation than any other paper in West Virginia, and a fifty per cent larger local circulation than any other paper in Wheeling.

The **NEWS** is the **only** paper in West Virginia whose circulation is **guaranteed** in "Rowell's Directory." These facts should be considered by advertisers desiring to cover Wheeling and vicinity.

C. E. ELLIS, Manager Foreign Advertising,
517 Temple Court, New York City.

The Toledo Blade,

TOLEDO, OHIO.

THE DAILY EDITION—Largest circulation of any daily paper in Ohio, excepting only Cleveland and Cincinnati papers. Larger circulation than all the other Toledo dailies combined.

THE WEEKLY EDITION—A national circulation, always above 100,000; now, 125,000. One of the best advertising mediums among the few great weeklies of the United States.

For Advertising Rates in Either Edition, address

THE BLADE, TOLEDO, OHIO.

New York Office:

33 TRIBUNE BUILDING, NEW YORK.

Ohio State Journal.

Established
1811.

**Leading Newspaper
Of Central Ohio.**

Daily—Circulation 12,750, only morning newspaper printed at Columbus, a city of over 100,000, and reaching by early trains the best portions of Central and Southeastern Ohio.

Sunday—Circulation over 17,000, without a rival in its field, being the only newspaper circulated in Columbus on Sunday that prints all the telegraphic and local news. An especially good medium for classified advertisements.

Weekly—Now issued as a twice-a-week edition, on Tuesday and Friday. Circulation 22,000, chiefly among the farming communities of Central, Southern and Southeastern Ohio, reaching more homes in this region than can be done with any other publication.

OHIO STATE JOURNAL CO.,
Columbus, Ohio.

TWO NEWSPAPERS THAT COVER KANSAS AND

PAY DIVIDENDS TO THEIR ADVERTISERS.

The Topeka Daily Capital,

TOPEKA, KANSAS.

State Record established.....1859
Commonwealth established.....1869
Capital established.....1879
(CONSOLIDATED 1889.)

*The only morning paper published at Topeka.
The largest daily circulation in Kansas.*

The Kansas Weekly Capital AND Farm Journal,

TOPEKA, KANSAS.

The leading farm and family newspaper of Kansas.

Reaches 1,000 Post Offices and every county in the State.

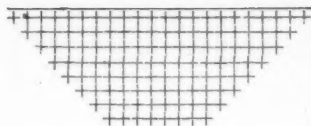
Is read by the best class of farmers.

For Advertising Rates, address THE TOPEKA CAPITAL CO., TOPEKA, KANSAS.

A SMALL MAN AND A BIG BOY
CAN OPERATE IT
THE "NEW MODEL"
WEB PERFECTING PRESS
BUILT BY THE
CAMPBELL PRINTING PRESS
& MFG CO.
NEW YORK AND CHICAGO



**WRITE AND SEE
HOW IT'S DONE**



And the
Manchester

Saturday Telegram

Has the largest circulation of any paper in the State—by far the largest.

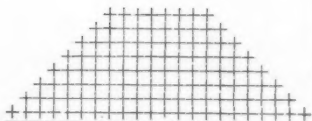
It is the only paper in New Hampshire having more than 5,000 circulation that is ready and willing to make known its exact issues.

AVERAGE CIRCULATION FOR 13 WEEKS
ENDING JUNE 1ST,

61,875

COPIES PER ISSUE.

NEW YORK OFFICE:
517 TEMPLE COURT,
C. E. ELLIS, MANAGER.



MISSOURI ST. LOUIS CHRONICLE

IN THE LEAD

THE CHRONICLE FIRST.

PRINTERS' INK, a New York weekly journal for advertisers, George P. Rowell & Co., Publishers, May 30, last, published the following concerning St. Louis dailies: "In St. Louis the largest daily circulation is given to the *Evening Chronicle*, a large one-cent paper, delivered by carrier at six cents a week. It guarantees to its advertisers a larger circulation than any other daily in the State and a larger paid circulation than the combined circulation of all other St. Louis afternoon papers. Next to the *Chronicle* comes the *Republic*, with more than 58,000 circulation, and then the *Globe-Democrat*, with more than 51,000. No intelligent advertiser would think of neglecting any of these papers."

The Chronicle GUARANTEES TO ADVERTISERS:

FIRST—A larger daily circulation than any other daily newspaper in the State of Missouri.

SECOND—A larger circulation in the 400 cities and towns surrounding St. Louis than any other daily newspaper.

THIRD—A larger paid circulation than the combined circulation of all other St. Louis afternoon papers.

Circulation, 75,000 Daily.

E. T. PERRY,

Manager Foreign Advertising Department,
53 Tribune Building, New York.



VOLUME 6 NO. 11 (N. Y. T.)
PRICE 25 CENTS PER YEAR

SEPTEMBER 1894

PUBLISHED BY
THE GANNETT & MORSE CONCERN
AUGUSTA, MAINE

Copyright, 1894, by The Gannett & Morse Concern.

\$5 A LINE BUT IT PAYS.

That's Comfort.

Space of us or of agents. The Gannett & Morse Concern, Publishers. Home Office, Augusta, Me. Boston, John Hancock Building. New York, Tribune Building. Lewis A. Leonard, Representative.

Compiling Catalogs

is a part of my work. I have a practical, technical knowledge of printing and paper. I can infuse new life into old matter and make the Catalog attractive in appearance, clear and convincing in text.

I oversee the printing and so insure the minimum expense. Printers like to work from my copy.

Getting out Catalogs, Circulars, etc., costs so much that my charges are unimportant by comparison.

I have samples of my Catalogs, Booklets, Ads and Circulars. Write to me.

CHARLES AUSTIN BATES,

VANDERBILT BUILDING,
NEW YORK.

"Ads that sell goods."

LOUISVILLE

Courier-Journal

30,000	DAILY,	30,000
37,000	SUNDAY,	37,000
145,000	WEEKLY,	145,000

LARGEST ISSUE AND SALE

- - AND - -

*The Most Influential Newspaper
Printed South of Philadelphia, Cincinnati
and St. Louis.*



THIS FACT IS OF INTEREST TO ADVERTISERS.



EASTERN OFFICE,

A. FRANK RICHARDSON,

TRIBUNE BUILDING, NEW YORK.

FORTY=FOUR TONS!!

And No Complaint.

In PRINTERS' INK for January 10th I inserted my first advertisement of ink for sale.

On the 27th of January I received my first order.

On the 23d of February I had sold a ton.

On the 6th of April I had sold five tons.

On the 28th of April my sales had reached ten tons.

On the 31st of May I found my sales had exceeded twenty tons.

During June and the first part of July trade was dull, but on the 24th of July I found my sales had gone beyond Forty Tons.

This did not seem remarkable, but it is remarkable that out of 540 orders from 436 different people I have had no more than a dozen requests to make the next ink a little stiffer, or thinner, or to dry quicker, or with a little less dryer; and that although I have in every case agreed to return the money if the buyer was not satisfied, not one has been willing to part with the ink and take the money.

In one case I did return the money, but it came right back with this letter:

Wm. Johnston, Esq., *Printers' Ink Press, N. Y.:*

"THE GLOBE,"
HAGERSTOWN, Md., May 19, 1894. }

DEAR SIR—Yours containing a five dollar bill came as directed, and I take pleasure in returning herewith the money. Evidently, we do not understand each other, but I hope this is no reason why we should not do so. I ordered news ink from you, received it according to promise, paid for it. I acknowledge my haste in making complaint to you and the error of not enforcing the observance of every-day, practical rules in the management of rollers and press before doing so. After sample of paper and postal was mailed the remedy was applied, and further trouble in the working of the ink was avoided. I hope I have the manliness to write you so. You have been square and honorable in your transaction, and I want to match you. I have no compunction in saying 'he ink is good.'

Respectfully,

IRA W. HAYS, Publisher.

One of the queerest things in the business is this curious fact. There are men who insist upon paying ten cents a pound for the same ink I sell for four cents. I know their names. They are positively using the identical ink.

All this speaks well for the quality of the goods I sell, for me as an adsmith, and for PRINTERS' INK as an advertising medium.

I now sell job inks in quarter-pound cans, any color desired (with four exceptions), four cans for a dollar. Larger cans and more of them at the same price.

One thing I insist upon. If the cash does not come with the order I hold on to the ink.

Address WM. JOHNSTON, Manager Printers' Ink Press,

10 Spruce Street, New York.

C. N. U.

When you advertise, do so understandingly.

Much has been said *against* many mediums of advertising. Nothing has ever been said against co-operative lists.

Nothing has ever been said that was not commendatory of the C. N. U.

The C. N. U. was the pioneer in this particular line. The beginning was in 1864. It had a good start and it kept it. It is old and trustworthy, and believes in giving perhaps a little more than it bargains to give. It is prudently progressive, conservatively liberal. It carries into its business relations the consistent desire of creating permanent friendship with whomsoever it has dealings.

The C. N. U. has no enemies.

It has no disappointed clients.

It is doing business to-day with a great many people who believe that its methods are as near perfection as can probably ever be attained.

The C. N. U. Lists consist of 1400 weekly papers published in the most populous and richest of the Middle and Western States.

The average circulation of its papers is exceptionally high. Their general character particularly excellent. The advertisers who patronize them decidedly successful.

The advantages of the C. N. U., to advertisers, are the same as of any other co-operative list, with some that are peculiarly its own.

A special *discount* will be made on all advertising taken to run during the months of August, September and October.

Catalogues and Estimates free.

C. N. U.

CHICAGO NEWSPAPER UNION,

87 to 93 S. Jefferson Street,

10 Spruce Street, NEW YORK.

CHICAGO.

32,000

DAILY CIRCULATION.

30,000

WEEKLY CIRCULATION.

O — THE — O

Denver Times-Sun

IS THE

HOME PAPER OF COLORADO.



It is conservative, honest and independent. It is essentially a newspaper for the people. For this reason its circulation is fifty per cent larger than any other Denver newspaper.



Do You Want to Reach the People of this Section?

An advertisement in either **The Denver Times-Sun**, or the weekly issue of The Times-Sun—**THE COLORADO WEEKLY SUN**—will do the business for you.

RATES ON APPLICATION.

- - ADDRESS - -

THE DENVER TIMES-SUN,
DENVER, COLO.

Don't Aim Too High



if you wish your shot to count. Blazing away at millionaires with short range advertisements may be fun, but nothing comes of the ammunition which is exploded. The percentage of millionaires is

very small, and added to this is the fact that the wealthier people are, the more difficult it is to interest them in advertising. The rich man makes a kick because his paper contains so much advertising, and he doesn't give a continental for the announcements you make. The rich men's millions are nothing as compared with those which are expended every week by the middle classes, so while you are gunning, why not use your ammunition where it is sure to pay you handsomely for every penny expended?



WILL CARRY your shot to where they will interest the best buyers—women of the well-to-do class who can and do buy your goods. Women purchase eighty-five per cent of all goods used by the family and in the household, and the other fifteen per cent is bought by men. If you are merely shooting for fun, aim at the fifteen per cent group, but if it's results you are after why not turn your attention to the eighty-five per cent class, such as is represented by


THE LADIES' WORLD!

Send for estimate and further particulars to the publishers, S. H. MOORE & CO., NEW YORK.

Average Circulation for Six Months, 363,750 Copies Per Issue.

THE
PLAIN
TRUTH
TELLS

WHERE THE RAILS
MEET THE SAILS.



WE
TELL THE
PLAIN
TRUTH

There grows a City where the rails that cross the Continent meet the sails that carry wheat, and lumber to Europe, and Steamers that carry flour, coal and manufactured articles to China and Japan, there is Tacoma, the principal and most vigorous city on the Pacific coast. Twelve years ago it was a forest. Now it has 50,000 people, and there isn't a Chinaman nor a vagabond among them.

THEY ALL READ:

THE TACOMA LEDGER

And so do most of the people in the flourishing new State of Washington. There is reason for it. It is the best paper in the State.

IT SPEAKS FOR ITSELF
AND FOR ITS PATRONS

CIRCULATION
AVERAGE
EACH ISSUE
DAILY
9,434
SUNDAY
10,448
WEEKLY
6,685

509 THE ROOKERY
CHICAGO

S. C. BECKWITH


SOLE AGENT

NEW YORK
48 TRIBUNE BLDG

FOREIGN
ADVTG



**MOST
PROSPEROUS AFTERNOON PAPER
IN THE UNITED STATES.**

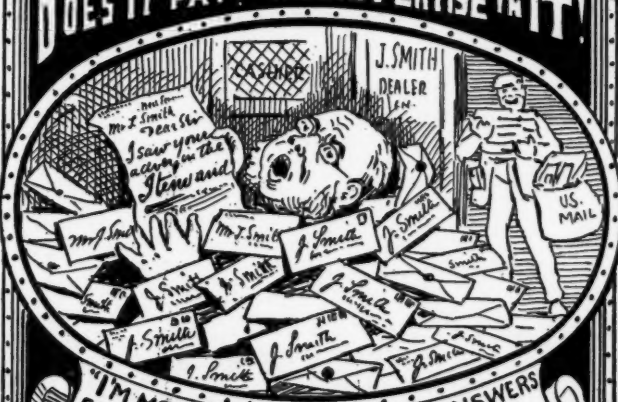


THE ITEM

PHILADELPHIA

190,000 SUBSCRIBERS DAILY


DOES IT PAY? TO ADVERTISE IN IT!




**"I'M MOST BURIED ALIVE, WITH ANSWERS
FROM ONE SMALL ADVER" SAYS ONE OF
OUR REGULAR ADVERTISERS."**


AN UNRIVALLED BUSINESS RECORD.


DAILY. SUNDAY. WEEKLY.

SOLE  **AGENT**

S.C. BECKWITH.

FOREIGN  **ADVERTISING.**





AUG 10 1894

Don't Swim When There's A Bridge.



Don't pay for experience that somebody else has bought.

Other people's experience is the bridge over which men travel to success. One's own experience may lead into the mire of failure.

For twenty-nine years we have been building and strengthening a bridge of experience over which advertisers may travel in safety.

You can build a bridge of your own if you have money enough and time enough, but it's cheaper and quicker and easier to go over ours.

For maps, time tables and rates of fare, address

The Geo. P. Rowell Advertising Co.,

NEWSPAPER AND MAGAZINE ADVERTISING,

10 Spruce Street, New York.